

WHAT IS CLAIMED IS:

1. A visually coordinated absorbent product comprising:

a product component comprising a body side liner, a garment side outer cover and an absorbent core disposed between said body side liner and said garment side outer cover, wherein said product component has at least a first and second visual characteristic, wherein said first visual characteristic is different than said second visual characteristic; and

a packaging component having at least said first and second visual characteristics, wherein said product component is disposed in said packaging component.

2. The visually coordinated absorbent product of claim 1 wherein said product component comprises a peel strip removably connected to said garment side outer cover, wherein at least a portion of said garment side outer cover is configured with said first visual characteristic and at least a portion of said peel strip is configured with said second visual characteristic.

3. The visually coordinated absorbent product of claim 2 wherein said product component further comprises a substrate disposed between said body side liner and said absorbent core, wherein said substrate has one of said first and second visual characteristics.

4. The visually coordinated absorbent product of claim 3 wherein said substrate comprises at least one of a tissue layer and a surge layer.

5. The visually coordinated absorbent product system of claim 1 wherein said first and second visual characteristics comprise first and second colors.

6. The visually coordinated absorbent product of claim 5 wherein said first color is white and wherein said second color is selected from the group consisting of black, yellow, orange, purple, green, red, blue and pink.

7. The visually coordinated absorbent product of claim 5 wherein said first color of said product component has a first hue and wherein said first color of said packaging component has a second hue, wherein said first hue is within about 120° of said second hue.

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8. The visually coordinated absorbent product of claim 7 wherein said second color of said product component has a third hue and wherein said second color of said packaging component has a fourth hue, wherein said third hue is within about 120° of said fourth hue.

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9. The visually coordinated absorbent product of claim 7 wherein said first color of said product component has a first value and wherein said first color of said packaging component has a second value, wherein the difference between said first and second values is within 1% of maximum.

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10. The visually coordinated absorbent product of claim 7 wherein said first color of said product component has a first saturation and wherein said first color of said packaging component has a second saturation, wherein the difference between said first and second saturations is within 2.5% of maximum.

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11. The visually coordinated absorbent product of claim 1 wherein at least one of said first and second visual characteristics comprises an embossment.

12. The visually coordinated absorbent product of claim 1 wherein at least one of said first and second visual characteristics comprises a pattern.

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13. The visually coordinated absorbent product of claim 1 wherein said packaging component is sized and configured to hold a single, individual product component.

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14. The visually coordinated absorbent product of claim 13 wherein said packaging component comprises a wrapper element having said first visual characteristic and a fastening element having said second visual characteristic.

5 15. The visually coordinated absorbent product of claim 1 wherein said packaging component is sized and configured to hold a plurality of said product components.

10 16. The visually coordinated absorbent product of claim 1 wherein said packaging component comprises a non-woven material.

17. The visually coordinated absorbent product of claim 16 wherein said non-woven material has a basis weight of between about less than about 1.0 osy.

15 18. A visually coordinated absorbent product comprising:
a product component comprising a body side liner, a garment side outer cover and an absorbent core disposed between said body side liner and said garment side outer cover;
a first packaging component having at least first and second visual
20 characteristics, wherein said product component is disposed in said first packaging component; and
a second packaging component having said at least said first and second visual characteristics, wherein said first packaging component is disposed in said second packaging component.

25 19. The visually coordinated absorbent product of claim 18 wherein said product component comprises said at least said first and second visual characteristic.

30 20. The visually coordinated absorbent product of claim 18 wherein said first and second visual characteristics comprise first and second colors.

21. The visually coordinated absorbent product of claim 18 wherein at least one of said first and second visual characteristics comprises a pattern.

5 22. The visually coordinated absorbent product of claim 18 wherein said first packaging component comprises a wrapper element having said first visual characteristic and a fastening element having said second visual characteristic.